

LACK PUBLIC APPRECIATION

Advertising Managers of Railroads Receive but Little Credit.

DEPARTMENT HAS ADVANCED REMARKABLY

Railroads Expend Vast Sums Annually to Gain Publicity—Include Advertisements Which Show that People Read the Advertisements.

Keeping abreast with the advancement and improvements along all other lines of railroading, the advertising department associated with the offices of the general passenger agents of the great railway systems has made great strides during the last few years.

Advertising men who seek positions with the great railroad corporations must be as keen of intellect as a newly-whetted razor. They must be original. They must be capable of devising new ideas which appeal to the public eye and set the world "a-talking."

At the general offices of the great railway corporations the advertising department is assigned an important place. Its apartments are usually bright, cheerful and roomy. A busy force of assistants constantly finds employment.

Versatility a Requirement. The manager of the advertising department must be ever productive. One would think that in time his ideas would run out—that he would have covered all those things calculated to increase general public interest in his railroad.

JEALOUS MAN AND A RAZOR. George Frottiere is languishing in the city jail because he is thirsted for gore. His wife's bright eyes are the cause of it all.

Democrats Looking for Funds. Local democrats are in hard lines, as they have no organization to speak of in the Magic City.

Establishment of a Night School. Members of the committee of the Board of Education having in charge the establishment of a night school, are in doubt and will ask for an expression of public opinion before taking action.

Winds Hold High Level. The White City was in a whirl of wind all day Sunday and the dust and grit blinded the eyes of the spectators and made things disagreeable in general.

Some Large Pineapples. A new attraction at the Florida exhibit in the Colonial building is a consignment of very large pineapples.

Music for the Day. 2 p. m.—Auditorium. March—American Valor. Cooley Hussarens—Chorus of the Hussars.

Inquest Today Over Thomas Glynn. An inquest will be held over the remains of Thomas Glynn today. It is expected that the witnesses will be the state witness.

Closing of the Convention. A majority of the local pupils were occupied Sunday by delegates to the Young Men's Christian Association convention.

Magie City Gossip. Mayor Ensor has returned from a hunting trip. The front doors of all saloons are now closed on Sunday.

Illinois Corn Crop Short. Yield in Great Corn Belt of State Not More Than Eighty Per Cent of Average Crop.

Springfield, Ill., Oct. 15—Reports to the State Journal from fifty correspondents, representing a dozen counties in central Illinois, indicate that the corn crop of the great corn belt of the state for 1899 will not be more than 80 per cent of an average crop.

SOUTH OMAHA NEWS.

Quite a number of people have recently asked about the disposition of the ordinance granting a franchise to the Rapid Transit company.

PIANIST MAKES HER DEBUT. Miss Free receives an ovation at the Belstedt Concert—Displays Remarkable Talent.

At the Sunday afternoon concert given by the Belstedt band at the Exposition, Miss Free, a young pianist of extraordinary attainments, made her debut before the Omaha public.

Offered a Good Position. To add yet another touch of triumph after the success of her debut, Miss Free was offered a position as teacher of piano in the university conservatory of music at Lincoln.

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AMUSEMENTS.

Herrmann, the magician, mystified two audiences Sunday at his opening engagement at the Boyd theater and demonstrated that the mantle of his great uncle has fallen on worthy shoulders.

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The bath can be made an exhilarating pleasure by the use of Ivory Soap. It cleanses the pores of all impurities, leaving the skin soft, smooth, ruddy and healthy.

IT FLOATS. Copyright 1898 by the Procter & Gamble Co., Cincinnati.

LIBRARY PUT TO GOOD USE

Reference Department is Very Helpful to Persons Studying Special Subjects.

With the opening of fall and the beginning of the winter work by the different educational organizations of the city, the Omaha Public Library commences a season of unusual activity.

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AMERICAN EQUAL WAGE UNION

Incorporates Under Laws of Missouri with Its Headquarters in Kansas City.

KANSAS CITY, Mo., Oct. 15.—The American Equal Wage union, recently incorporated under the laws of Missouri, with headquarters in Kansas City, has adopted a constitution and will immediately commence active missionary work.

KODAKS 25c

that's all it costs to take your Kodak into the Exposition grounds this year—Such a popular price is sure to bring many amateurs and their Kodaks—So we have fitted up a booth in the Manufactures and keep a complete lot of photographic supplies which we will offer at down town prices.

CASTORIA

For Infants and Children. The Kind You Have Always Bought.

Bears the Signature of J. C. Ayer & Co., Lowell, Mass.

Honor to Whom Honor is Due

That has always been Drexel S. Shooman's idea—He is proud of Dewey for what he has done—He is proud of the First Nebraska for what they have done—but coming nearer home, he is rightly proud of our \$2.50 men's shoes—because it is the best shoe we've ever sold at \$2.50—a genuine well sole with no nails to hurt the feet—uppers of fine quality calf—a neat style that has enough style in it to make it popular with everybody—in fact, it is an everyday shoe for the everyday man—Just bent in mind that these are genuine well shoes.

Drexel Shoe Co.

Omaha's Up-to-date Shoe House, 1619 FARNAM STREET.

Frames?—Yes We Make 'Em

Have over five hundred different mouldings to select from—we keep right up with all the new novelties and show every new moulding as soon as made—we do so quick framing that we find we can make a price that is about as cheap as the moulding alone—we know how to make them right and solicit your framing, guaranteeing you satisfaction—we are showing a number of new pictures by prominent artists that you will enjoy looking at—our art rooms are always open to the public—free.

A. HOSPE

We celebrate our 25th business anniversary Oct. 23rd, 1899. Music and Art. 1513 Douglas.

men employed there make a list of desirable books and send in to the library for them, getting as many as fifty at a time. If the list is not complete it is finished out by the choice of the library attendants. In order that these distributions shall not interfere with the regular circulation department, books are not kept out in this way over four or five days at a time.

The library building is provided with a free lecture room and any class will be allowed to use this upon application. This was used almost every evening during last season and it is expected that it will be in demand again this year.

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Advertisement for You Need a Finger Layer. Includes text: 'You need lots of things, it is true, but you need a Finger Layer' and 'is one of the things you need to know you need—and let your need be known. Tell your grocer. It's a round, crisp, delicious wafer, put up in the patent package that makes the freshness of Uneda Biscuit proverbial.'

Advertisement for Arrow Brand. Includes text: 'ARROW BRAND 25c + DONIPHAN CLUETT, PEABODY & Co. MAKERS'